

705—3.3(99E) Display and availability of lottery licenses, rules and promotional materials provided by the lottery.

3.3(1) Retailers shall display the lottery license in an area visible to the general public wherever tickets are being sold.

3.3(2) Retailers shall display brochures, flyers, or similar items provided by the lottery which are designed to provide the rules of lottery games near the point at which tickets are sold.

3.3(3) Retailers shall display point-of-sale material provided by the lottery in a manner which is readily seen by and available to the public. Retailers may advertise and use or display other appropriate promotional and point-of-sale material. The lottery may require the removal of objectionable material or the discontinuance of objectionable advertising which may have an adverse impact on the lottery.

This rule is intended to implement Iowa Code sections 99E.9(3), 99E.9(3) “k,” 99E.16(1), and 99E.16(3).